



09/921489

*CPJ*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Re application of: Hedrick, et al.

Attorney Docket No.: IGT1P060/P-568

Patent: 6,908,387 *B2*

Issued: June 21, 2005

Title: PLAYER TRACKING COMMUNICATION  
MECHANISMS IN A GAMING MACHINE

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as first-class mail on September 8, 2005 in an envelope addressed to the Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450.

Signed: \_\_\_\_\_

*Mia Mitchell-Haynes*  
Mia Mitchell-Haynes

**REQUEST FOR CERTIFICATE OF CORRECTION  
OF OFFICE MISTAKE  
(35 U.S.C. §254, 37 CFR §1.322)**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450  
Attn: Certificate of Correction

**Certificate  
SEP 15 2005  
of Correction**

Dear Sir:

Attached is Form PTO-1050 (Certificate of Correction) at least one copy of which is suitable for printing. The errors together with the exact page and line number where the errors are shown correctly in the application file are as follows:

**CLAIMS:**

1. In line 4 of claim 10 (column 21, line 63) change "gaining" to --gaming--. This appears correctly in Amendment B filed June 14, 2005, page 3, line 18.
2. In line 2 of claim 16 (column 22, line 23) change "mere" to --more--. This appears correctly in Amendment B filed June 14, 2005, page 4, line 8.
3. In line 2 of claim 34 (column 23, line 15) change "gaming" to --game--. This appears correctly in Amendment B filed June 14, 2005, page 6, line 2.

**SEP 16 2005**

A mistake of a clerical or typographical nature, or minor in character appears in the above-referenced patent; however, the mistake occurred in good faith. The correction introduces no new matter nor requires reexamination.

The errors together with the exact page and line number where the errors appear in the application file are as follows:

4. In line 1 of claim 56 (column 24, line 33) change "claim 1" to --claim 57--. This error appears in Amendment B filed June 14, 2005, page 10, line 12.

5. In line 1 of claim 57 (column 24, line 36) change "claim 56" to --claim 64--. This error appears in Amendment B filed June 14, 2005, page 10, line 16.

6. In line 1 of claim 58 (column 24, line 40) change "claim 56" to --claim 64--. This error appears in Amendment B filed June 14, 2005, page 10, line 20.

7. In line 1 of claim 59 (column 24, line 46) change "claim 56" to --claim 64--. This error appears in Amendment B filed June 14, 2005, page 10, line 25.

8. In line 1 of claim 60 (column 24, line 48) change "claim 56" to --claim 64--. This error appears in Amendment B filed June 14, 2005, page 10, line 28.

9. In line 1 of claim 61 (column 24, line 50) change "claim 56" to --claim 64--. This error appears in Amendment B filed June 14, 2005, page 10, line 31.

10. In line 1 of claim 62 (column 24, line 56) change "claim 56" to --claim 64--. This error appears in Amendment B filed June 14, 2005, page 11, line 4.

It is noted that the above-identified errors were printing errors that apparently occurred during the printing process. Accordingly, it is believed that no fees are due in connection with the filing of this Request for Certificate of Correction. However, if it is determined that any fees are due, the Commissioner is hereby authorized to charge such fees to Deposit Account 500388 (Order No. IGT1P060).

Respectfully submitted,

BEYER WEAVER & THOMAS, LLP

A handwritten signature in black ink, appearing to read 'David P. Olynick', written over the firm name.

David P. Olynick  
Registration No. 48,615

P.O. Box 70250  
Oakland, CA 94612-0250  
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SEP 16 2005

(Also Form PT-1050)

## UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

PATENT NO. : 6,908,387

DATED : June 21, 2005

INVENTOR(S) : Hedrick, *et al.*

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

### In the claims

In line 4 of claim 10 (column 21, line 63) change "gaining" to --gaming--

In line 2 of claim 16 (column 22, line 23) change "mere" to --more--

In line 2 of claim 34 (column 23, line 15) change "gaming" to --game--

In line 1 of claim 56 (column 24, line 33) change "claim 1" to --claim 57--

In line 1 of claim 57 (column 24, line 36) change "claim 56" to --claim 64--

In line 1 of claim 58 (column 24, line 40) change "claim 56" to --claim 64--

In line 1 of claim 59 (column 24, line 46) change "claim 56" to --claim 64--

In line 1 of claim 60 (column 24, line 48) change "claim 56" to --claim 64--

In line 1 of claim 61 (column 24, line 50) change "claim 56" to --claim 64--

In line 1 of claim 62 (column 24, line 56) change "claim 56" to --claim 64--

MAILING ADDRESS OF SENDER:

PATENT NO. 6,908,387

David P. Olynick  
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Oakland, CA 94612-0250

No. of Additional Copies 1

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SEP 16 2005

(Also Form PT-1050)

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In line 2 of claim 34 (column 23, line 15) change "gaming" to --game--

In line 1 of claim 56 (column 24, line 33) change "claim 1" to --claim 57--

In line 1 of claim 57 (column 24, line 36) change "claim 56" to --claim 64--

In line 1 of claim 58 (column 24, line 40) change "claim 56" to --claim 64--

In line 1 of claim 59 (column 24, line 46) change "claim 56" to --claim 64--

In line 1 of claim 60 (column 24, line 48) change "claim 56" to --claim 64--

In line 1 of claim 61 (column 24, line 50) change "claim 56" to --claim 64--

In line 1 of claim 62 (column 24, line 56) change "claim 56" to --claim 64--

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PATENT NO. 6,908,387

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### In the claims

In line 4 of claim 10 (column 21, line 63) change "gaining" to --gaming--  
In line 2 of claim 16 (column 22, line 23) change "mere" to --more--  
In line 2 of claim 34 (column 23, line 15) change "gaming" to --game--  
In line 1 of claim 56 (column 24, line 33) change "claim 1" to --claim 57--  
In line 1 of claim 57 (column 24, line 36) change "claim 56" to --claim 64--  
In line 1 of claim 58 (column 24, line 40) change "claim 56" to --claim 64--  
In line 1 of claim 59 (column 24, line 46) change "claim 56" to --claim 64--  
In line 1 of claim 60 (column 24, line 48) change "claim 56" to --claim 64--  
In line 1 of claim 61 (column 24, line 50) change "claim 56" to --claim 64--  
In line 1 of claim 62 (column 24, line 56) change "claim 56" to --claim 64--

MAILING ADDRESS OF SENDER:

PATENT NO. 6,908,387

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No. of Additional Copies 1

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SEP 16 2005



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor application of: Joseph R. Hedrick, *et al.*

Attorney Docket No.: IGT1P060/P-568

Application No.: 09/921,489

Examiner: Kim T. Nguyen

Filed: August 3, 2001

Group: 3713

Title: PLAYER TRACKING  
COMMUNICATION MECHANISMS IN A  
GAMING MACHINE

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being transmitted via facsimile to the U.S. Patent and Trademark Office, Attention: Examiner Nguyen, Central Facsimile telephone number (703) 872-9306 on June 14, 2004.

Signed: \_\_\_\_\_

Tomika Thomas

**AMENDMENT TRANSMITTAL**

Mail Stop AF Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Amendment in the above-identified application.

The fee has been calculated as shown below.

	Claims After Amendment		Highest Previously Paid For	Present Extra	Small Entity Rate Fee	Large Entity Rate Fee
Total Claims	88	MINUS	89	0	x 9 =	x 18 = 0
Independent Claims	4	MINUS	4	0	x 43 =	x 86 = 0
Multiple Dependent Claim Present and Fee Not Previously Paid					\$145.00	\$290.00
Total					\$	\$0

- ☐ Applicant(s) hereby petition for a \_\_\_\_\_ month extension(s) of time to respond to the aforementioned Office Action.
- ☒ Applicant(s) believe that no (additional) Extension of Time is required; however, if it is determined that such an extension is required, Applicant(s) hereby petition that such an extension be granted and authorize the Commissioner to charge the required fees for an Extension of Time under 37 CFR 1.136 to Deposit Account No. 500388.
- ☒ Please charge the required fees, or any additional fees required to facilitate filing the enclosed response, to Deposit Account No. 500388 (Order No. IGT1P060).

Respectfully submitted,  
BEYER WEAVER & THOMAS, LLP

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P.O. Box 778  
Berkeley, CA 94704-0778  
(510) 843-6200

SEP 16 2005

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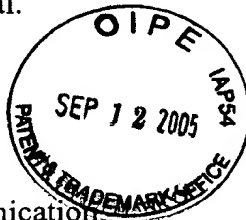
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re application of: Hedrick, et al.

Application No.: 09/921,489

Filed: August 3, 2001

Title: Player Tracking Communication  
Mechanisms in a Gaming Machine

Attorney Docket No.: IGTP060/P-568

Examiner: Kim T. Nguyen

Group: 3713

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this correspondence is being transmitted via facsimile to the U.S. Patent and Trademark Office, Attention: Examiner K. Nguyen at facsimile telephone number (703) 872-3306 on June 14, 2004.

Signed: \_\_\_\_\_

Tomika Thomas

**AMENDMENT B**

Mail Stop AF Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated April 7, 2004 please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 15 of this paper.



This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1. (Currently Amended)A player tracking unit comprising:

a front panel;

a display coupled to the front panel for dynamically displaying at least player tracking information;

one or more of illumination devices coupled to the front panel and adjacent to said display for conveying information related to functions of the player tracking unit wherein the one or more illumination devices are operable to convey information for a game player on a gaming machine and wherein the one or more illumination devices surround a portion of a perimeter of the display;

one or more of the following player tracking interface devices coupled to the front panel: a card reader, a key pad, a bonus button, a function button, a microphone, a sound projection device, a camera, a wireless interface device, a proximity sensor and a finger print reader; and

a logic device designed or configured 1) to communicate with the display, the one or more player tracking interface devices, a master gaming controller that controls a game played on a gaming machine and a player tracking server and 2) to control illumination of said illumination devices in a manner visually communicating gaming information.

2. (Original)The player tracking unit of claim 1, further comprising:

a translucent cover over said illumination devices.

3. (Original)The player tracking unit of claim 1, wherein the translucent cover is one or more colors.

4. (Original)The player tracking unit of claim 1, wherein said one or more illumination devices are provided by light emitting diodes.

5. (Original)The player tracking unit of claim 4, wherein said one or more illumination devices are multi-color light emitting diodes.

6. (Original)The player tracking unit of claim 1, wherein the one or more illumination devices substantially surround the display.
7. (Cancelled).
8. (Original)The player tracking unit of claim 1, wherein there are multiple illumination devices and the logic device is designed or configured to independently illuminate each individual illumination device.
9. (Original)The player tracking unit of claim 8, wherein each of the illumination devices is illuminated in a time varying pattern to visually communicate the gaming information.
10. (Original)The player tracking unit of claim 1, further comprising a lamp controller designed or configured to provide voltage signals to said one or more of illumination devices.
11. (Previously Presented)The player tracking unit of claim 1, wherein said one or more of the illumination devices is illuminated in response to a game event generated from at least one of a) the game played on the gaming machine, b) the game played on one or more gaming machines connected to the gaming machine, c) a remote gaming device.
12. (Original)The player tracking unit of claim 11, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device in response to the game event.
13. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated in response to a bonus game event generated from at least one of a) the game played on the gaming machine, b) a game played on one or more gaming machines connected to the gaming machine, c) a remote gaming device.
14. (Original)The player tracking unit of claim 13, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device in response to the bonus game event.

- (14) 15. (Original)The player tracking unit of claim 1, wherein the one or more player tracking interface devices comprises the proximity sensor and wherein the one or more of the illumination devices is illuminated in response to a signal generated from the proximity sensor.
- (15) 16. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated to indicate a status of a card inserted in the card reader.
- (16) 17. (Previously Presented)The player tracking unit of claim 16, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device to indicate the status of a card inserted in the card reader.
- (17) 18. (Original)The player tracking unit of claim 17, wherein the sound is a voice message.
- (18) 19. (Original)The player tracking unit of claim 17, wherein the card status is an invalid card, an abandoned card or an incorrectly inserted card.
- (19) 20. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated to indicate a special status of a player.
- (20) 21. (Original)The player tracking unit of claim 1, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection to indicate a special status of a player.
- (21) 22. (Previously Presented)The player tracking unit of claim 1, wherein one or more the illumination devices is illuminated to indicate at least one of 1) an amount of credits earned by a player during a game play session on the gaming machine or 2) a level earned by the player during a game play session on the gaming machine.
- (22) 23. (Previously Presented)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated to indicate a service request by a player.
- (23) 24. (Original)The player tracking unit of claim 23, wherein the service request is a drink request.

- (25) 25. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated to indicate a status of a gaming device located on the gaming machine.
- (26) 26. (Original)The player tracking unit of claim 25, wherein the gaming device is a hopper, a drop door or a printer.
- (27) 27. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminate to indicate a status one or more of the player tracking interface devices located on said player tracking unit.
- (28) 28. (Original)The player tracking unit of claim 1, wherein one or more of the illumination is illuminated to indicate that a jackpot is pending.
- (29) 29. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated to indicate an error condition on the gaming machine.
- (30) 30. (Original)The player tracking unit of claim 1, wherein the player tracking unit comprises gaming information that has been downloaded from the player tracking server or the master gaming controller on the gaming machine.
- (31) 31. (Original)The player tracking unit of claim 1, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device in a manner to aurally communicate gaming information to a game player.
- (32) 32. (Original)The player tracking unit of claim 31, wherein the sound is a voice message.
- (33) 33. (Previously Presented)The player tracking unit of claim 31, wherein the voice message is in a language selected by the game player.
- (34) 34. (Original)The player tracking unit of claim 33, wherein the language selected by the game player is determined from a user profile for the game player.

- (35) 35. (Previously Presented) The player tracking unit of claim 33, wherein the language selected by the game player is stored as player tracking information on a player tracking card.
- (36) 36. (Original) The player tracking unit of claim 1, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device and one or more of the illumination devices is illuminated in some manner to simultaneously communicate gaming information visually and aurally.
- (37) 37. (Original) The player tracking unit of claim 36, wherein a first gaming information is communicated aurally and a second gaming information different from said first gaming information is communicated visually.
- (38) 38. (Original) The player tracking unit of claim 36, wherein a first illumination device is illuminated to indicate a first gaming information and a second illumination device is illuminated to indicate a second gaming information different from said first gaming information.
- (39) 39. (Original) The player tracking unit of claim 1, wherein the one or more player tracking interface devices comprises the microphone and wherein the logic device is designed or configured to recognize and execute voice commands input using the microphone.
- (40) 40. (Original) The player tracking unit of claim 39, wherein the voice commands are used to request player tracking services.
- (41) 41. (Original) The player tracking unit of claim 39, further comprising:  
a memory designed or configured to store voice recognition software executed by said logic device.
- (42) 42. (Original) The player tracking unit of claim 1, wherein the logic device is designed or configured to communicate with a portable wireless device.
- (43) 43. (Previously Presented) The player tracking unit of claim 42, wherein the player tracking unit sends player tracking information to the portable wireless device and receives player tracking information from the portable wireless device.

- (A5) 44. (Previously Presented)The player tracking unit of claim 42, wherein the one or more player tracking interface devices comprises the wireless interface device and wherein the logic device communicates with the portable wireless device using the wireless interface device.
- (A5) 45. (Previously Presented)The player tracking unit of claim 42, wherein the portable wireless device is worn by a game player.
- (A5) 46. (Previously Presented)The player tracking unit of claim 42, wherein the portable wireless device is a personal digital assistant.
- (A5) 47. (Previously Presented)The player tracking unit of claim 42, wherein the player tracking unit communicates with a the portable wireless device using a wireless communication standard selected from the group consisting of Bluetooth, IEEE 802.11a, IEEE802.11b, IEEE 802.11x, hipervlan/2, and HomeRF.
- (A7) 48. (Original)The player tracking unit of claim 1, wherein a sound is projected from the sound projection device in response to a signal generated from the proximity sensor.
- (A5) 49. (Previously Presented)The player tracking unit of claim 48, wherein the sound is a voice message designed to attract the attention of a game player.
- (A7) 50. (Original)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated in response to an error condition generated by the player tracking unit.
- (50) 51. (Original)The player tracking unit of claim 1, further comprising:  
at least one of a software firewall and a hardware firewall.
- (51) 52. (Original)The player tracking unit of claim 1, wherein the illumination devices are electroluminescent lighting devices.
- (52) 53. (Original)The player tracking unit of claim 1, wherein the camera, the microphone and the finger print reader are used as biometric input devices.

- (5b) 54. (Original)The player tracking unit of claim 1, wherein the logic device is designed or configured to communicate with the one or more player tracking interface devices using at least one of a USB communication standard, an IEEE 1394 communication standard or a Firewire communication standard.
- (5A) 55. (Previously Presented)The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated in response to a game event generated from the game played on a second gaming machine.
- (5b) 56. (Original)The player tracking unit of claim 1, wherein one or more the illumination devices is illuminated to indicate at least one of 1) a range of credits earned by the player during a game play session on the gaming machine or 2) a level earned by the player during a game play session on the gaming machine.
- (5A) 57. (Currently Amended)A gaming machine comprising:  
a master gaming controller designed or configured to control one or more games played on the gaming machine; and  
a player tracking unit, said player tracking unit comprising:  
a front panel;  
a display coupled to the front panel for dynamically displaying at least player tracking information;  
one or more of illumination devices coupled to the front panel and adjacent to said display for conveying information related to functions of the player tracking unit wherein the one or more illumination devices are operable to convey information for a game player on the gaming machine and wherein the one or more illumination devices surround a portion of a perimeter of the display;  
one or more of the following player tracking interface devices coupled to the front panel: a card reader, a key pad, a bonus button, a function button, a microphone, a sound projection device, a camera, a wireless interface device, a proximity sensor and a finger print reader; and  
a logic device designed or configured 1) to communicate with the display, the one or more player tracking interface devices, the master gaming controller and a player tracking server and 2) to control illumination of said illumination devices in a manner visually communicating gaming information.

- (58) 58. (Previously Presented)The gaming machine of claim 57, wherein the master gaming controller is designed or configured to operate one or more of the player tracking interface devices, the display and the one or more of illumination devices.
- (59) 59. (Previously Presented)The gaming machine of claim 57, wherein the one or more games is selected from the group consisting of video slot games, mechanical slot games, video black jack games, video poker games, video keno games, video pachinko games, video card games, video games of chance and combinations thereof.
- (60) 60. (Previously Presented)The gaming machine of claim 57, wherein there are multiple illumination devices and wherein at least one of the master gaming controller and the logic device is designed or configured to independently illuminate each individual illumination device.
- (61) 61. (Previously Presented)The gaming machine of claim 60, wherein each of the illumination devices is illuminated in a time varying pattern to visually communicate the gaming information.
- (62) 62. (Previously Presented)The gaming machine of claim 57, wherein one or more of the illumination devices is illuminated in response to a game event generated from at least one of a) the game played on the gaming machine, b) a game played on one or more gaming machines connected to the gaming machine, c) a remote gaming device.
- (63) 63. (Previously Presented)The gaming machine of claim 62, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device in response to the game event.
- (64) 64. (Previously Presented)The gaming machine of claim 57, wherein one or more of the illumination devices is illuminated in response to a bonus game event generated from at least one of a) the game played on the gaming machine, b) a game played on one or more gaming machines connected to the gaming machine, c) a remote gaming device.
- (65) 65. (Previously Presented)The gaming machine of claim 64, wherein the one or more player tracking interface devices comprises the sound projection device and wherein a sound is projected from the sound projection device in response to the bonus game event.



- (19) 66. (Previously Presented)The gaming machine of claim 57, wherein one or more of the illumination devices is illuminated to indicate an error condition on the gaming machine.
- (19) 67. (Previously Presented)The gaming machine of claim 57, wherein the one or more player tracking interface devices comprises the microphone and wherein at least one of the logic device and the master gaming controller is designed or configured to recognize and execute voice commands input using the microphone.
- (19) 68. (Previously Presented)The gaming machine of claim 67, wherein the voice commands are used to request at least one of player tracking services and gaming services.
- (19) 69. (Previously Presented)The gaming machine of claim 1, wherein at least one of the logic device and the master gaming controller is designed or configured to communicate with a portable wireless device.
- (20) 70. (Previously Presented)The gaming machine of claim 69, wherein the player tracking unit sends player tracking information to the portable wireless device and receives player tracking information from the portable wireless device.
- (20) 71. (Previously Presented)The gaming machine of claim 69, wherein the one or more player tracking interface devices comprises the wireless interface device and wherein at least one of the logic device and the master gaming controller communicates with the portable wireless device using the wireless interface device.
- (20) 72. (Previously Presented)The gaming machine of claim 69, wherein the portable wireless device is worn by a game player.
- (20) 73. (Previously Presented)The gaming machine of claim 69, wherein the portable wireless device is a personal digital assistant.
- (20) 74. (Previously Presented)The gaming machine of claim 69, wherein at least one of the logic device and the master gaming controller communicate with a portable wireless device using a

wireless communication standard selected from the group consisting of Bluetooth, IEEE 802.11a, IEEE802.11b, IEEE802.11x, hipervlan/2, and HomeRF

(v) 75. (Previously Presented)The gaming machine of claim 69, further comprising:  
an antenna for transmitting and receiving wireless communications.

76. (Previously Presented)The gaming machine of claim 57, wherein the master gaming controller and the logic device communicate using a wireless communication protocol selected from the group consisting of Bluetooth, IEEE 802.11a, IEEE 802.11b, IEEE 802.11x, hipervlan/2, and HomeRF.

77. (Previously Presented)The gaming machine of claim 57, wherein the master gaming controller and the logic device communicate using a communication protocol selected from the group consisting of USB, IEEE1394 and Firewire.

78. (Previously Presented)The gaming machine of claim 57, wherein one or more of the illumination devices is illuminated in response to a game event generated from a game played on a second gaming machine.

79. (Previously Presented)The gaming machine of claim 57, wherein one or more the illumination devices is illuminated to indicate at least one of 1) a range of credits earned by the player during a game play session on the gaming machine or 2) a level earned by the player during a game play session on the gaming machine.

80. (Currently Amended)A player tracking system comprising:  
a player tracking server;  
a plurality of gaming machines, said gaming machines each comprising:  
a master gaming controller designed or configured to control one or more games played on the gaming machine; and  
a player tracking unit, said player tracking unit comprising:  
a front panel;  
a display coupled to the front panel for dynamically displaying at least player tracking information;

one or more of illumination devices coupled to the front panel and adjacent to said display for conveying information related to functions of the player tracking unit wherein the one or more illumination devices are operable to convey information for the game player on a gaming machine and wherein the one or more illumination devices surround a portion of a perimeter of the display;

one or more of the following player tracking interface devices coupled to the front panel: a card reader, a key pad, a bonus button, a function button, a microphone, a sound projection device, a camera, a wireless interface device, a proximity sensor and a finger print reader; and

a logic device designed or configured 1) to communicate with the display, the one or more player tracking interface devices, the master gaming controller and a the player tracking server and 2) to control illumination of said illumination devices in a manner visually communicating gaming information; and

a network designed or configured to allow communication between the plurality of gaming machines and the player tracking server.

81. (Currently Amended)A method of providing player tracking services in a player tracking unit in a gaming machine, said method comprising:

in the player tracking unit comprising:

a front panel;

a display coupled to the front panel for dynamically displaying at least player tracking information;

one or more of illumination devices coupled to the front panel and adjacent to said display for conveying information related to functions of the player tracking unit wherein the one or more illumination devices are operable to convey information for a game player on the gaming machine and wherein the one or more illumination devices surround a portion of a perimeter of the display;

one or more of the following player tracking interface devices coupled to the front panel: a card reader, a key pad, a bonus button, a function button, a microphone, a sound projection device, a camera, a wireless interface device, a proximity sensor and a finger print reader; and

a logic device designed or configured 1) to communicate with the display, the one or more player tracking interface devices, a master gaming controller that controls a game played

on a gaming machine and a player tracking server and 2) to control illumination of said illumination devices in a manner visually communicating gaming information,

receiving an input signal relating to a game event in the player tracking unit;

determining a visual response to the game event; and

illuminating said one or more illumination devices located adjacent to a display in the player tracking unit to convey a visual response to the game event.

82. (Previously Presented)The method of claim 81, further comprising:

determining an aural response to the game event; and

projecting sound from a sound projection device in the player tracking unit to convey an aural response to the game event.

83. (Previously Presented)The method of claim 82, wherein the aural response is a voice message.

84. (Previously Presented)The method of claim 82, further comprising:

determining a duration of an aural response and

after the duration of the aural response has expired, terminating the aural response to the game event.

85. (Previously Presented)The method of claim 82, further comprising:

receiving a second input signal relating to the game event and terminating the aural response to the game event.

86. (Previously Presented)The method of claim 85, wherein the second input signal is received by at least one or more of a master gaming controller on the gaming machine, a player tracking device on the player tracking unit or a player tracking server.

87. (Previously Presented)The method of claim 82, further comprising:

receiving a second input signal relating to the game event and terminating the visual response to the game event.

88. (Previously Presented)The method of claim 82, further comprising:

determining a duration of the visual response and

after the duration of the visual response has expired, terminating the visual response to the game event.

89. (Original) The player tracking unit of claim 1, wherein one or more of the illumination devices is illuminated to indicate a special promotion is being offered.

## REMARKS

Claims 1-89 currently remain in the application. Claims 1, 57, 80 and 81 have been amended. Claim 7 has been cancelled.

### *Rejections under 35 U.S.C. § 103*

The Examiner rejected claims 1-89 U.S.C. 103 (a) as being unpatentable over Acres 6, 319, 125. The rejection is respectfully traversed.

Acres, in FIG. 9A, 9B and 9C and Cols. 25-27, shows and describes a design for a card reader that includes a lighted Bezel. The lighted Bezel includes a printed bezel board 94 with LEDs. The bezel board has an opening that is wide enough to allow a magnetic card to enter the card reader (Col. 27:1-14). The bezel board is mounted directly to the face of the card reader (Col. 25: 24-28). The card reader interface is coupled to bezel board (Col. 26: 49-52). In contrast, in the present invention, one or more of illumination devices are coupled to the front panel of the player tracking unit with a display. The one or more illumination devices are adjacent to the display for conveying information related to functions of the player tracking unit wherein the one or more illumination devices are operable to convey information for a game player on a gaming machine and the one or more illumination devices surround a portion of a perimeter of the display.

The Acres design would require modification to be moved from around the card reader to around the display. For instance, the opening for a card reader is smaller than a typical display and an appropriate mounting scheme would have to be designed. Acres does not describe teachings or motivation for this redesign. An advantage of the design of the present invention is that textual messages on the display may be combined with visual information supplied from the one or more illumination devices. For instance, when a card is inserted incorrectly into the card reader, the illumination device around the display may be lit up as red and a textual message on the display may read "card inserted incorrectly." With the illumination device adjacent to the display, this information may be conveyed more clearly and easily to the player than when the illumination device and display are non-adjacent because the proximity of the information sources (i.e., the illumination device and the display) implies a relationship between the sources. Another advantage of the present invention is for player tracking designs that do not include a card reader. In this case, a lighted bezel designed for placement around a card reader might not make sense on the player tracking unit.

Examiner states that "*it would have been obvious to a person in the skill of art at the time the invention was made to place the illumination device adjacent to the display, since arranging*

*an illumination device at a specific location preferred by a designer requires only routine skill in the art.*" MPEP 2143.01 (page 2100-126) states "A statement that modifications of the prior art to meet the claimed invention would have been well within the ordinary skill in the art at the time the reference was made because the references relied upon teaching that all aspects of the claimed invention were individually known in the art is not sufficient to establish a *prima facie* case of obviousness without some object reason to combine the teachings of the references." Examiner in regards to claim 1 and many of the dependent claims has not provided an object reason to combine the teachings of the references. Thus, applicant does not believe a case of *prima facie* obviousness has been established.

In conclusion, for at least the reasons described above, Acres can't be said to render the present invention as recited in claims 1-89 obvious and the rejection of claims 1-89 is believed overcome thereby.

Applicant believes that all pending claims are allowable and respectfully requests a Notice of Allowance for this application from the Examiner. Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at the telephone number set out below.

Respectfully submitted,  
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